

October 29, 2004

City Council Programs, Projects, Policies List—as identified on 9/18/04

BLACK = Effort that will go beyond two years

- Secure the two “postage stamp” State Land parcels at the southwest corner of Pima and Dynamite.

RED = Important effort that needs focus in next 12 months. It’s a given that we are working on it. There is current organizational commitment and resources allocated.

- Create Municipal Fire Department by July 2005.
- Continue and further enhanced efforts to revitalize residential and commercial areas of Scottsdale, south of Indian Bend Road.
- Further investigate opportunities to add worker-level housing.
- Create a plan to purchase and operate Police Helicopter. Continue implementation of ASU-Scottsdale Center for New Technology and Innovation, i.e. improve site aesthetics through grading, landscape improvements, litter/debris pickup, and meet first deadline of constructing first 150k square feet before August 2006.
- Pursue state land reform in order to ensure Scottsdale can acquire state lands for our Preserve.
- Secure gateway access for the Preserve - near Pima/Bell/Dynamite.
- Aggressively support transit sales tax extension.
- Continue expanding transit services in Scottsdale, i.e. shuttles, buses.
- Pursue additional photo radar usage in Scottsdale and along the freeway.
- Dust off the Transit system plan - focus on service to Airpark (Scottsdale/PHX) East/West - North/South.
- Secure site and build new Giants Training Facility; keep the Giants in Scottsdale.
- Complete landscaping and streetscape improvements along McDowell and Scottsdale roads.
- Finalize operational plans, funding and move forward to build a successful Western Art Museum in Downtown Scottsdale.
- Continue pursuing revenue sharing discussions with the City of Phoenix. Scottsdale & Phx. can be a role model for the Valley. At a minimum, we need to work out a revenue sharing plan related to the Stacked 40’s development.
- Pending legislation (Prop 102)
- Maintain our AAA bond rating.
- Limit Developer Subsidies - Shared revenues.

- Complete Phase 2 of Strategic Action Plan.
- Expedite WestWorld and Center of the Arts renovations.
- Describe use and goals for City's Call Center - how will that technology will be used? Need to ensure we centralize and enhance direct communications with citizens.
- Identify a step-by-step process to challenge a Conditional Use Permit.
- Create procedure for planning and design at former Los Arcos
 - Integrate our six acres into planning of the whole
 - Coordination with ASU on architect selection for Center
 - Integration with neighborhoods
 - Link to alternative transportation facilities (bike/walk/transit)
 - Expand study area to include immediate surroundings
 - Community purpose/benefit
 - Maximize spin-off to S. Scottsdale area
- Focus on WestWorld
 - Review Master Plan
 - Review mission/management/objectives

ORANGE = Supports an important 12-month item. Resources not currently allocated to this effort.

- Create strategic plan for preserve land purchase and security.
- Improve downtown parking situation:
 - Simplify/unstrangle parking credits system
 - Come up with a better approach to dealing with small business
 - Look at the entire area
 - Include bike parking

BLUE = New projects, programs or emphasis.

- Review and consider modifications to residential zoning and related uses of schools and churches with a use permit.
- Consider establishment of neighborhood conservation/planning improvement
 - Similar to Phoenix
 - Not necessarily historic
 - Make available matching grants, other benefits

- Review sign ordinance to limit political and/or private signs in City right-of-way - but must be carefully considered. Concern about business reaction and impact on ability to place art within public right of way.
- Burying utility line program.
- Consider avenues for even more aggressive water conversation, i.e. encourage the use of more xeriscaping, eliminate as much grass as possible at schools, homes, parks, city, football & soccer fields, expanded use of recycled water features.
- Pursue joint planning with adjacent communities.
- Strengthen bicycle and pedestrian planning/program:
 - o Make it a routine consideration as part of case review
 - o Improve parking guidelines and pursue ordinance amendment
 - o Update bike plan
 - o Prepare pedestrian plan
 - o Integrate trip reduction plan
 - o Create safe routes to school/improved education and safety programs
 - o Participate in annual bike/walk week. . other promotional activities
- Streamline North Scottsdale character ordinances.
- Create plan for Villa Monterey golf course.
- Create Literary Walk of Fame - Waterfront.
- Establish working partnership to identify, pursue and organize Signature Events for Scottsdale - National Mud Mania/Automobile Month/Book Fair.
- Seek additional educational opportunities - ASU / Technical / Medical.
- Create a comprehensive downtown/urban design plan
 - o Design guidelines
 - o Building and massing recommendations
 - o Parking plan
 - o Transportation/transit/bike/ped/trolley/TM recommendations
 - o Public art
 - o Open space
 - o Streetscape update/renovation
 - o Land use intensity
 - o Edges and linkages
 - o Residential amenities/urban neighborhoods
 - o Business retention/revitalization

- o Re-look and redefine districts (include entertainment district/area)
- o Public safety infrastructure
- o Event venues
- o Community and cultural facilities
- Expand public art ordinance to include major downtown residential projects and to include major development projects outside the downtown; consider other changes.
- Create an area/character plan for south Scottsdale
 - o Neighborhood planning and revitalization
 - o On business retention and support
 - o Linkages to Tempe, IBW, Papago Park area, freeway corridor, downtown
 - o Character for and linkages to the community core.
 - o Model area for transit/bike/walk/modes

GREEN = Council process or policy; a change in how Council and/or staff are managed.

- Re-evaluate elimination of Downtown Scottsdale Partnership.
- Immediately create procedure for review of Charter Officer's performance.
- Ask for suggestions by employees - cost savings/problem solving.
- Find ways to utilize trained CERT volunteers.
- Expand Green Building policy; reach "Gold Standard."
- Tie past/existing studies into future planning, i.e. Which Way Scottsdale, General Plan, etc.
- Increase fine for violation of handicap parking - Las Vegas is \$1,000.
- Provide additional office space for Council Members.
- Invest in technology infrastructure upgrades (i.e. fiber optic lines, broad band for phone, TV, video, internet, etc.).
- Create a Public Safety City Council Subcommittee; also expand that overall discussion to explore which Council Subcommittees need to be added or disbanded
- Secure CityCable 11 technology in order to allow Mayor and Council and other B&C meetings to be conducted and aired live at alternate locations throughout the city.
- Create neighborhood meetings where Mayor and Council can be present; must be issues focused and tailored for each neighborhood. Learn from former open

houses and meetings we've conducted in the past to make these as meaningful and well attended as possible.

- Increase citizen participation opportunities.
- Consider creating subcommittee for General Plan review.
- Expand Code Enforcement
- Pursue Charter amendment to lift residency requirement, allowing appointment of non-residents to some City task forces, commissions.
- Draft and pass some strong rental and occupancy ordinances. This might include lobbying at the state level for strong state laws regarding this issue.
- Improve criteria/process for appointments to Boards and Commissions.
- Require Development Review Board hearings (on major cases) to occur prior to Council action and also require a "confirmation" hearing/action prior to issuance of construction documents to assure conformance to representations make at time of entitlement. But also need to carefully consider the wisdom of putting DRB approval at the beginning of the planning phase rather than at the end.
- Consider establishment of village/district planning committees.
- Create open meeting (executive sessions) guidelines - check list approved by City Attorney.
- Seek zoning changes to allow garages in residential backyards.
- Create accountability for performance/evaluation, e.g. financial performance of Scottsdale Airpark, WestWorld, re-development projects, the stadium, etc.
- Consider cost/benefits of running the city as a number of separate "enterprises."
- Conduct an annual public hearing on our legislative agenda so that the public is informed of City positions. Council should take action on this plan and consider whether any position taken by us representing Scottsdale might also undergo advanced Council discussion.
- Improve staff follow-up/follow-through.
- Review character area plans and consider adoption of relevant recommendations; consider neighborhood trail system plan for Desert Foothills.
- Brief new Council members and address issues raised by the public on GLO issue.
- Consider adopting a policy (independent of legal questions) to not abandon GLO patent easements within the Foothills Overlay area in order to preserve open space and encourage/protect equestrian activity in that area.
- Consider all mail ballot elections for Scottsdale.